

Silk Petticoats, \$4.98

Regular and Extra Sizes

RADIUM TAFFETA, silk jersey and satin Petticoats in a large assortment to choose from at this price. Some are plain tailored, some have flounces and some are finished with narrow plaitings. All the fashionable fall shades, including Mohawk, taupe, fuchsia, navy blue, brown, silver and black.

Second Floor.

Fulton Street
Bond Street

Frederick Loeser & Co. INC.
BROOKLYN - NEW YORK

Business Hours 9 to 5:30

Livingston St.
Elm Place

Standing Photograph Frames

In Brown and Gold, \$2.50

YOUR PICTURE in one of these Frames would doubtless be a most appreciated gift. The Frames are in the popular swinging styles and they come in 5x8, 6x9, 7x10 and 8x10 sizes.

Fourth Floor.



Have You Seen It?
It Would Make a Wonderful Christmas!

A Baby Grand Piano At Loeser's—and for \$595

A GRAND PIANO—a true Grand of sonorous and beautiful tone—for \$595. It is here and it is one of the great achievements in our endeavor to bring good music into the greatest number of homes at this holiday season.

If you have been working with an unsatisfactory upright Piano the time has come to realize your dream of a better instrument. All the long hours you have worked for tone, for dexterity, for clarity in scales have not been wasted—but the results cannot be proven without the instrument to give you back in its vibrating strings the feeling that you put into the pressure of your fingers on the keys.

It is for the earnest workers who have toiled to give the message of the great composers aright that we have arranged to sell this charming instrument for only \$595.

And for parents, too—for those who

realize the need of a truly fine instrument on which to learn to play. This exquisite little Grand is meant to stand the wear and tear of practice. It is built for service, not for ornament. Many little fingers have been strained and wrists stiffened by allowing a child to practice on an old "good-enough-to-practice-on" Piano. Only the best Piano is good enough to learn on. It takes Paderewski or a Bauer to get music out of a tin pan.

This Baby Grand Piano is a little wonder. It pleases every one who sees it, who hears it, who plays it. It is round in construction. It is finely finished in each detail. It is small enough to fit into a room in the average apartment—taking up scarcely any more space than an upright Piano because of the way it fits in the corner of a room.

We invite you to see this Baby Grand Piano here tomorrow—to take advantage, if you will, of the notable value it offers.

Your Own Terms—In Reason

Player-pianos, Victrolas, Sonoras, Music Rolls, Records

Choosing Men's Gifts at Loeser's Will Begin in Earnest Tomorrow

Christmas House Coats, Bathrobes, Shirts, Pajamas,
Neckwear, Suspenders, Belts, Buckles,
Promise Striking Economies.

THIS MARKS the beginning of the long line of special Christmas offerings which always keep the Loeser Store an unequalled center of interest for those with gifts to buy for men.

Men's House Coats of Reversible Cloths, \$5.95

In every detail of quality, make and finish these House Coats measure up to the high Loeser standard. They are in soft shades of Oxford, navy, brown, myrtle and wine, the reverse side showing contrasting stripes which trim collar, cuffs and pockets. Cord edging.

At \$5.95 we don't know where you will find their equal in all New York.

More Men's \$5 Blanket Bathrobes at \$3.95

Another 200 Robes, the same splendid make and finish as the lot that sold out so quickly last Monday. Jacquard designs in harmonizing colors. Girdle and neck cord. Only prompt response can insure your getting one. Come early.

Other important groups of Men's Bathrobes at \$4.95, \$7.50, \$8.95, \$10.50, \$12.50, \$15 up to \$21.

Men's \$2.50 Domet Flannel Pajamas at \$1.65

Made with comfortably large bodies and finished with fibre loops and iridescent fish-eye pearl buttons. Even \$2.50 a year ago wouldn't buy such garments as these.

Suspenders in Gift Boxes A Great Showing

At 39c, 50c, 69c and \$1—Excellent choice.

Main Floor.

Men's \$3.50 Extra Heavy Domet Pajamas, \$1.95

An excellent weight, and cut to Loeser specifications, which call for unusually ample proportions. Fibre loop fastenings and iridescent fish-eye pearl buttons.

Men's Sleeping Suits of Domet Flannel, \$4.95

Just the garment for outdoor porch sleepers. Have hood and feet.

Men's \$1.50 to \$2.50 Neckwear Christmas Special, 89c

Silks and satins in the rich qualities and high class designs one would look for in Men's Cravats costing \$1.50 to \$2.50. Special, 89c.

At 50c—Neckwear regularly marked \$1.

At 29c—Neckwear regularly marked 50c to 65c.

Sterling Silver Belt Buckles Many for Engraving

Some of the smartest designs we have ever shown and an immense variety. Many are to be engraved, which work the Loeser engravers will skillfully perform at slight expense.

Main Floor.

Fine Fur Coats

For Business Women and All
Who Choose Carefully

THESE are like the beautiful Coats that sold so quickly a couple of weeks ago. Many persons came to share in that offering but there was only a limited number and some were necessarily disappointed. Now here is another limited quantity, so come promptly if you wish a chance at these beauties.

Russian Ponskyin Coats at \$95

Really beautiful skins that have all the fine shadows of real caracul. Full modish models, lined with rich soft silks. Giant collar and cuffs of fine real raccoon. Many Coats costing much more are not so good looking as these.

Hudson Seal (Dyed Muskrat) Coats at \$365

With collars and cuffs of skunk, squirrel or self fur. Choice selected pelts. Soft brocades and "pussy willow" used as linings. Full, charming, graceful models.

Fur Shop, Second Floor.

Dress Cottons

In Boxes for Christmas Gifts

\$1.25 to \$3.75

THERE IS USUALLY someone on one's Christmas gift list who would like nothing better than the material for a gingham housedress or voile afternoon dress. With these people in mind we have boxed dress lengths of pretty Percales, Ginghams, Voiles and silk mixed novelties and have them displayed on large tables for convenient selection. There is a great variety of colorings and patterns.

Second Floor.

Imported Lacet Arabe Curtains At Nearly Half Price

Another Remarkable Upholstery Purchase!

MONDAY ANOTHER SALE of very great importance in the Upholstery Store, offering a number of groups of handsome Lace Curtains and drapery materials for lower prices than can often be matched for home furnishings of these superior standards. One of the features of the list is an importer's whole surplus stock of beautiful Lace Curtains, as follows:

475 Pairs Imported Lacet Arabe Curtains

\$6.95 Pair, Regular \$10 to \$13.50 Curtains

\$10.98 Pair, Regular \$16 to \$22.50 Curtains

In white and ecru. Some with wide insertions and edges; others with wide lace edges and rich corner pieces.

\$1.15 and \$1.25 Marquisette and Scrim Curtains 89c Pair

Five hundred pairs. Marquisette with hemstitched effects; Scrim with valance and pretty lace edges.

\$3 to \$3.75 Voile, Marquisette and Scrim Curtains \$2.65

Six hundred and fifty pairs, including extra quality Scrim and fine Voile Curtains with 4-inch hemstitched edge; also with edge and insertion effects.

\$8 and \$9 Imported Irish Point Curtains, \$6.75

Wide bordered and dainty lace border styles in white and cream.

Marquisette, Voile and Scrim Curtains

Twelve hundred and fifty pairs in white, cream and ecru:

\$1.25 pair, instead of \$1.45 to \$1.85.

\$1.75 pair, instead of \$2 to \$2.75.

\$2.65 pair, instead of \$3 to \$3.75.

\$4.45 pair, instead of \$5 to \$6.50.

\$5.75 pair, instead of \$7 to \$9.

A Manufacturer's Surplus Stock Silver Plated Mesh Bags and Purses

For the Lowest Prices in Months

A SILVER MESH BAG OR PURSE is appropriate with a most any frock or suit, and that is why they are favored by so many women. As Christmas gifts they are well in the lead, and here is an opportunity which should attract wide attention.

The Bags and Purses are in the newest styles, of fine workmanship, and each one will be put in a gift box if you wish it.

\$1.75 Purses at \$1.25

Of reverse ring mesh with floral design frame, in the gray finish, with finger ring and chain.

\$2.10 Purses at \$1.39

Of reverse ring mesh with fringe and ball pendant, polished silver frame and wrist chain.

\$3 Bags at \$2.50

Misses' Bags of fine reverse ring mesh, attached to narrow frame, in a conventional design with wrist chain.

Novelty Jewelry Store, Main Floor.

\$3.95 Bags at \$2.95

Pouch shape Bags in the cathedral style frame; of ring mesh gathered into tassel at lower part of Bag, finished with fancy link wrist chain.

\$5.95 Bags at \$4.39

Of fine reverse ring mesh attached to 5-inch frame in a conventional design, in the gray finish. Trimmed with fringe and ball pendants, wrist chain attached.

Men's and Women's Umbrellas

\$1.98, \$2.98 and \$3.50—\$3 to \$5 Values

THESE UMBRELLAS are such exceptional values that we are quite sure many will be chosen for Christmas giving.

At \$1.98—Good quality cotton coverings on strong frames. The Men's Umbrellas have pimento and mission wood handles and the women's have rings or cords. All have silk cases.

At \$2.98—Best quality cotton coverings on paragon frames. The Men's Umbrellas have pimento wood, apple wood and mission wood handles. The Women's Umbrellas have handles of mission wood with rings or cords, handles of bakelite with rings, cord or leather strap. All have silk cases.

At \$3.50—Gloria (silk and cotton) coverings on paragon frames. The Men's Umbrella handles are of mission wood, pimento wood or apple wood and the women's of mission wood with bakelite cap or rings. All have silk cases.

Main Floor.

Dresses : Formal and Informal

At \$21.75 and \$29.75

Canton Crepes, Satins, Crepe Satins
Velvets, Velveteens, Twills, Tricotines

Many deliciously youthful Frocks which answer the demand of every occasion on that can arise. Many also, are thoroughly matronly and have the correct dignity that mature women desire; in addition, have the exquisite beauty that every woman loves. Give yourself the pleasure of looking over these garments.

Fifth Floor.

\$7.95 and \$8.95

Black Silk Blouses Reduced to \$5.95

A LIMITED QUANTITY in peau de soie and in messaline. Chiefly styles for mature matrons and for those who wear black as a regular custom. Long sleeves and dignified in style. Fine tuckings, box plaits, self covered buttons and some with convertible collar. Some have vestee of self fabric. A truly remarkable offering at so low a price, for the quality is a typical Loeser quality, so these Blouses are very suitable for gifts to mature women.

Many Handsome Blouses in Black

that are suitable for younger women and that are very dressy. Prices depend on styles and fabrics.

A new section devoted entirely to Black Blouses.

Sizes 36 to 46.

Clearance of \$2.50 and \$2.95 Blouses at \$2

Georgettes, tricotines in a variety of styles. Georgettes are in navy, bisque, white, flesh; lace trimmed. Tricotines in high shades. All sizes in the lot, but not all sizes in every color or fabric.

Second Floor.

Extraordinary Purchase—10,000 Pieces

Theodore Haviland Decorated China 10c to 98c Each, Instead of 50c to \$7.50

AN UNUSUAL TRADE HAPPENING is responsible for this extraordinary sale. It is without question the best offering of French China that we have ever known. The pieces are all perfect. The assortment is wonderfully large. The decoration is a very dainty flora design and the handles of all pieces are traced with gold. Remarkable as the values seem they are most conservatively stated.

On special tables in the China Store tomorrow, priced as follows:

50c Bread and Butter Plates at 10c

60c Pie or Dessert Plates at 15c

75c Breakfast Plates at 19c

\$3 Round Salad Bowls at 49c

\$1.25 Covered Butter Dishes at 25c

60c Oatmeal Dishes at 15c

60c Coupe Soup Plates at 15c

\$4 14-inch Meat Platters at 49c

\$5 16-inch Turkey Platters at 75c

\$7.50 18-inch Turkey Platters at 98c

60c Footed Bowls at 15c

\$2 Cracker Jars at 39c

\$1.50 Sugar Bowls at 25c

\$1.50 Bouillon Cups and Saucers at 25c

High Grade Axminster Rugs

\$4.50 to \$45 Values for \$3.50 to \$39.50

NO BETTER RUG NEWS could be marshalled to the front for Monday shoppers than this superb lot of high class American made Rugs, all of which are offered far below the regular prices.

This is without a question the best lot of domestic Axminsters that have been sold this season for the prices, and one of the many unusual purchases which to make up the best Rug stocks that we have had in years.

There is a splendid assortment of patterns and colorings:

27x64-inch Rugs. Regularly \$4.50, for \$3.50.

36x70-inch Rugs. Regularly \$8.50, for \$7.45.

71x9-foot Rugs. Regularly \$33, for \$29.50.

81x10 1/2-foot Rugs. Regularly \$43.25 and \$47.75, at \$38.50 and \$42.50.

9x12-foot Rugs. Regularly \$39 and \$45, for \$34.50 and \$39.50.

\$2.25 and \$2.65 Velvet Carpets, \$1.95 and \$2.25 Yard

Extra quality all wool Velvet Carpets in a variety of allover patterns. Stairs Carpet to match.

\$5 Plain Colored Imported Carpets, \$2.75 Yard

Deep pile Wilton Carpets in a number of the best plain shades.

Third Floor.